



**Louisiana Department of Health and Hospitals**  
**Office of Public Health**  
**Nutrition Services**  
**Louisiana Council on Obesity Prevention & Management**



- **Louisiana Council on Obesity Prevention & Management –2007 Update**

The Louisiana Council on Obesity Prevention and Management (Louisiana Obesity Council) was created by state legislation in 1999. Obesity rates continue to climb and the resulting medical complications are having a devastating effect on the state budget. Louisiana has the 4<sup>th</sup> highest rate of adult obesity and the 9<sup>th</sup> highest rate of overweight youths (ages 10-17) in the nation, according to the Trust for America's Health report. In 2001 the Legislature charged the Council in implementing the following key elements: establish standards, create awareness, reporting, monitoring and evaluation and research and development. While no funding exists for this state-wide Council, the members work together to strengthen the alignment, development and implementation of programs in the public, non-profit and private sectors to respond to the public health challenge of obesity. Since June 2006, the Office of Public Health-Nutrition Services provides a part time position through funding from the state-funded Nutrition Services program to coordinate the Council.

During 2007:

- \* The Council developed the 2007-2010 Strategic Plan which serves as a guiding document for the public and private sector organizations working in partnership to influence Policy & Environmental Change, Monitoring & Evaluation, Health Education & Awareness, Health Care Continuum and Capacity Building.

- \*Obesity initiatives ("Eat Green" media campaign, Breast Feeding, Fruits & Veggies More Matters, Preventing Obesity & Physical Activity DVD's) were implemented into state public health programs through WIC operational adjustment funds awarded to Louisiana in the approximate amount of \$390,000.

- \*The School Wellness Policy implementation project was implemented with a \$110,000 award from the National Governors Association (NGA), as part of the NGA's Healthy Kids, Healthy America program to improve obesity rates among the state's youth. Louisiana was awarded the Healthy Kids, Healthy America grant from the National Governors Association receiving one of the fifteen grants awarded in the country.

- \*Developed & implemented the first annual Louisiana Community Forum to Prevent Childhood Obesity and the Cecil J. Picard award for Excellence in Education to Prevent Childhood Obesity.

- \*Instrumental in passing legislation for a Health & Physical Activity Coordinator in the Department of Education.



**COUNCIL MEMBERS**  
**December 2007**

The following organizations are listed in the original legislation creating the Council:

American Association of Retired Persons  
Louisiana Dietetic Association  
Louisiana Chapter of the American Academy of Pediatrics  
Louisiana Department of Education  
Louisiana Department of Insurance  
Louisiana Department of Labor  
Louisiana Department of Health & Hospitals (DHH)  
Office of Mental Health  
Office of Public Health (OPH)  
Louisiana Department of Social Services  
Louisiana Governor's Office

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Louisiana Health Insurance Association



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Louisiana Health Plan  
Louisiana Managed Care Association  
Louisiana Medical Association  
Louisiana Pharmacists Association  
Louisiana Physical Therapy Association  
Louisiana Public Health Association  
Louisiana Restaurant Association  
Louisiana State House of Representatives  
Louisiana State Medical Society  
Louisiana State Nurses Association  
Louisiana State Senate Office  
Louisiana State University - Agricultural Center  
Louisiana State University – Health Science Center  
Ochsner Medical Foundation  
Pennington Biomedical Research Center  
Tulane University-School of Public Health and Tropical Medicine  
Southern University Agriculture College  
University of Louisiana – Monroe

The legislation allows for other organizations with an interest in addressing the obesity issue to work with the Council on an ad hoc basis, and many of the organizations are instrumental in reaching the goals of the Council.

American Heart Association  
Baton Rouge Area Foundation  
Baton Rouge General Pediatric Rehab Center  
Blue Cross Blue Shield of Louisiana  
Christus Health  
Environment & Health Council of Louisiana  
Healthy Lifestyle Choices  
Louisiana Association for Health, Physical Education, Recreation and Dance  
Louisiana DHH  
Community Health Promotion & Chronic Disease Programs-Diabetes/Heart/Asthma/Tobacco/BRFSS  
Bureau of Policy, Research and Program Development  
Louisiana Public Broadcasting (LPB)  
Louisiana Public Health Institute  
Louisiana Healthcare Alliance Wellness Workgroup

Breastfeeding, WIC Fit Kids,  
Maternal & Child Health,  
Policy, Planning & Evaluation,  
School Based Health Centers in Schools  
Rapides Foundation  
Rocket Kidz Foundation  
Rocket Chix Foundation  
SB Wellness  
Southeast Dairy Association  
Southeast Louisiana Area Health Education Center  
University of Louisiana-Lafayette, Center for Child Development  
Wellness Works Cenla  
Woman's Foundation Healthy Lifestyle Coalition  
YMCA of Greater New Orleans/Louisiana State Alliance of YMCA's



***The Mission of the Louisiana Council on Obesity Prevention & Management is to promote an environment that supports opportunities for all Louisiana residents to make healthy food choices and to be physically active in order to achieve or maintain a healthy weight.***

For more information contact  
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Louisiana OPH Programs  
Fruits & Veggies More Matters (5-A Day),